



INFORMATION FOR DONORS Policies & Recognition

Hospice Calgary has adopted the Canadian Centre for Philanthropy's Ethical Fundraising and Financial Accountability Code. In so doing, members of the governing Board and Hospice Calgary staff have committed to:

- Being responsible custodians of donated funds.
- Ensuring, to the best of their ability, that the organization adheres to the provisions of the Code.
- Strictly adhering to donors' wishes in respect to assignment of gifts designated for a specific purpose.
- Complying with all current Canada Revenue Agency (CRA) requirements and definitions governing registered charities (www.cra.gc.ca).

The Code is intended to be complementary to the Association of Fundraising Professionals' (AFP's) Code of Ethical Principles and Standards of Professional Practice (Adopted 1964; Amended October 2004).

A. Overall Guidelines

- 1) Gifts from individuals, organizations, corporations, foundations and governments are an important source of funding to Hospice Calgary Society (the Society).
- 2) It is necessary for the Society to set out principles and procedures which enable the fundraising team (which includes staff, management and Board members) to review all gifts, including prospective gifts in order to determine whether it is appropriate to solicit and/or accept them.
- 3) These guidelines are a framework for accepting the types of gifts that will provide maximum benefit to donors and the Society. In this regard, the Society believes in and supports the principles outlined in the attached *Donor Bill of Rights*.
- 4) These guidelines address cash gifts, in-kind gifts, gifts of securities, gifts of real estate, planned giving and gaming. The goal is to encourage support of the Society without encumbering the Society with gifts that may generate costs or liabilities in excess of the benefit provided, or that may be restricted in a manner that is inconsistent with the Society's mission, goals, vision, objectives and policies.

B. Gift Acceptance Guidelines - General

Unless otherwise noted, these general guidelines apply to gifts in all forms. Guidelines specific to certain types of gifts follow this section.

- 1) All gifts must conform to all current Canada Revenue Agency (CRA) general definitions (www.cra.gc.ca).
- 2) Unless subject to an agreement to use the gift for a specific purpose, gifts are received unconditionally and may be used for such purposes as the Society determines are most appropriate.

C. Gifts In-Kind

- 1) The responsibility for valuation or appraisal of a gift in-kind lies with the donor.
- 2) When an individual or company wishes to make a gift in-kind donation to the Society, the request is to be received by the Marketing & Development Department.

D. Gifts of Publicly Listed Securities

- 1) Publicly listed securities that are freely tradable and which are gifted to the Society may be delivered by the donor directly to the Society or they may be deposited by the donor into a Society account located at either a brokerage firm or with the Society's custodian.
- 2) Gifts of publicly traded securities which are not freely tradable because of legal restrictions pertaining to their transferability are not considered to be acceptable and receiptable by the Society until the shares have been received into the Society's brokerage account. This will ensure the delivery of the gift has been complete and if required, the opinion of third-party legal counsel with respect to the restricted securities has been received.
- 3) Where a gift of freely tradable publicly listed securities is made to the Society, the value will be the value at which the shares are sold by the Society or the closing market price on the day the shares were received by the Society, by either an irrevocable deed of gift or by delivery of the shares themselves, whichever event first occurs. Where no securities are traded that day, the value of the securities shall be determined by the Society in consultation with its advisors and an independent valuation may be performed.
- 4) All gifts of publicly listed securities are to be sold both as quickly as possible and in an orderly fashion, so as to maximize the sale proceeds and to minimize any difference between the proceeds and the value at which they were receipted, all subject to market conditions at the time of sale
- 5) In the case of shares that are subject to any restrictions, an independent valuation will be performed and the value shall be determined by the Society in consultation with its advisors. The value, having regard to the nature of the restriction, may involve a discount to the closing market price of the securities on the day the Society receives the securities in its account.
- 6) A copy of this policy shall be provided by the Society to all donors who wish to make gifts of publicly listed securities to the Society to ensure that, prior to making such gifts, the donors are aware of the Society's approach to valuing and accounting for these gifts.

E. In-Kind Gift Certificates and Cheque Exchange

- 1) An individual who buys a gift certificate from the issuer and donates it to the Society may receive a tax receipt for the fair market value of the certificate to the extent that it is negotiable. The receipt must be issued to the donor and not to the issuer of the gift certificate.
- 2) A business that issues a gift certificate directly to the Society is not entitled to receive a tax receipt, unless the Society buys the gift certificate from the business and the business then returns the purchase price. An exchange of cheques (the Society to the business and the business to the Society) is the proper method to document the transaction.
- 3) A business that issues a gift certificate for property directly to the Society may be entitled to a tax receipt when the Society redeems the certificate. A gift certificate redeemed for services (i.e. time, skills or effort) does not involve a transfer of property and so does not qualify as a receiptable gift.

F. Gifts of Real Estate

- 1) Due to the difficulty of assessing fair market value and ability for resale or use and other potential liabilities, all gifts of real estate must be reviewed and approved by the Executive Director prior to acceptance.

G. Planned Giving

- 1) Planned Giving is a fundraising program that involves arranging donations to serve the interests of the Society and that best suit the personal, financial and tax situation of an individual donor.
- 2) Examples of Planned Giving include bequests, annuities, life insurance policies, and residual interests or charitable remainder trusts. A bequest is an amount that a registered charity receives from the will of a deceased person.

H. Gaming

- 1) Charitable gaming consists of four major lottery schemes - bingo, break-open tickets, raffles and social gaming (casino). The Society may conduct and manage lottery schemes as a means of raising funds for its charitable purposes provided it obtains a license to do so.
- 2) The Society will participate in lottery schemes as approved by the Board and as sanctioned by Canada Revenue Agency (CRA) and Alberta Gaming & Liquor Commission (AGLC).

I. Receipting

The receipting practices of the Society must conform to current Canada Revenue Agency (CRA) guidelines and regulations.

J. Donor Recognition

- 1) Donors may request anonymity and such wishes are to be carefully and respectfully abided by.
- 2) Key commitments, such as naming a program/service area or real estate, must fit in a structure based on the current Naming Policy of the Society so it is an achievable organizational commitment.

K. Major Donor Categories

- Legacy level \$500,000 and over
- Leader level \$250,000 - \$499,999
- Pillar level \$100,000 - \$249,999
- Merit level \$25,000 - \$99,999
- Supporter level \$5,000 - \$24,999

L. Recognition Opportunities for Major Donor Categories:

Legacy - \$500,000 and over

- A feature article in the bi-annual newsletter of the Society.
- Listing in the Society's Annual Report.
- Thank you letter from the Board Chair.
- Personal contact, by telephone or in person, from the Executive Director and Board Chair.
- Concerted effort by the Society to involve the media.
- A paid quarter-page advertisement thanking the donor in the Calgary Herald, if desired by the donor.
- Any further recognition that is mutually deemed appropriate to both the donor and the Society.
- Recognition in the "Legacy" category on the Society's donor display, once such a unit is established and installed.

Leader - \$250,000 to \$499,999

- A brief article in the bi-annual newsletter of the Society.
- Listing in the Society's Annual Report
- Thank you letter from the Board Chair.
- Personal contact, by telephone or in person, from the Executive Director and Board Chair.
- A paid eighth-page advertisement thanking the donor in the Calgary Herald, if desired by the donor.
- Recognition in the "Leader" category on the Society's donor display, once such a unit is established and installed.

Pillar - \$100,000 to \$249,999

- A note in the bi-annual newsletter of the Society.
- Listing in the Society's Annual Report.
- Thank you letter from the Executive Director.
- Personal contact, by telephone or in person, from the Executive Director.
- Recognition in the "Pillar" category on the Society's donor display, once such a unit is established and installed.

Merit - \$25,000 to \$99,999

- Listing in the bi-annual newsletter of the Society.
- Listing in the Society's Annual Report.
- Thank you letter from the Executive Director.
- Personal contact, by telephone or in person, from the Executive Director.
- Recognition in the "Merit" category on the Society's donor display, once such a unit is established and installed.

Supporter - \$5,000 to \$24,999

- Listing in the Society's Annual Report.
- Thank you letter from the Executive Director.
- Personal contact, by telephone or in person, from the Executive Director.
- Recognition in the "Supporter" category on the Society's donor display, once such a unit is established and installed.

M. Annual Recognition

The donor categories noted herein are based on the annual history of giving by the donor and include all methods of giving.

N. Mergers and Acquisitions

Due to the sensitivities and dialogue needed following the merger of corporations and the potential cost to the Society, donor history and the criteria for merging the histories of newly merged corporations will be reviewed on a case-by-case basis. A merged company may not automatically be moved to a higher donor category solely based on the combined cumulative giving history of the merging companies. Changes of name will be adopted in the applicable fiscal year based on publication deadlines. Final approval in these instances is the responsibility of the Executive Director.